WHAT RADIO MEANS TO THE BLIND

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The Town Crier, June, 1929.

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What Radio Means *to the* Blind

"I do not think the ingenuity of man has ever devised a pleasanter way of distributing happiness," Helen Keller says of the radio. "In this country, there are thousands of blind people who are inexpressibly lonely, who drag out despairing hours where the striking of the clock is the only event in a long day."

No one has a more sympathetic comprehension of the needs of the sightless than Helen Keller. Herself blind and deaf since infancy, she has ardently championed the cause of her sightless fellow beings. Miss Keller is now actively associated with the American Foundation for the Blind, an organization which fulfils a dream of helpfulness long cherished by her.

The Foundation has distributed 3,500 radios among blind people, through the cooperation and generosity of the public, the press and the foremost radio manufacturers in the United States. So great has been the demand that more requests have come in than could be granted. There are now on the waiting lists several hundred blind people who are hopefully anticipating the magical instrument which will bring into their homes so much of a world from which they are shut away. These people are in humble circumstances, unable to buy the most modest type of radio.

"Can you imagine what it will mean to these men and women to have a radio?" asks Helen Keller. "The instant a set is tuned in, all the world will crowd into the humble dwelling of our blind friends. The silent room will hum with live interests. The thrilling pageantry of incidents will furnish them with entertainment without end."

Those familiar with the needs of blind people, who know the long evenings which must often be spent in solitude, the dangers of depression and lack of recreation, have found in the radio a solution of one of the many problems in making the lives of blind people more normal and natural. They welcome it as a gift of a scientific age, more far reaching in its benefits than can be fully measured.

"We are starved for what the radio brings," writes a woman from a little town in Missouri, "my aunt is old and blind, and her enforced idleness and inactivity keep her too much alone."

A Massachusetts woman says, "I forget my blindness, forget everything except that I am only one of the many thousands enjoying the same great pleasure."

Hundreds of other letters give pathetic testimony of the mission of the radio to those who are blind.

The American Foundation for the Blind has informed the Town Crier that of all the radio sets donated for the use of blind people, Radiola III has proved to be one of the most satisfactory. These little sets are so easy to operate, so satisfactory in reception, and cost so little to maintain that they are a delight beyond description to the needy blind folks who are provided with them.

As the RADIO-VICTOR CORPORATION OF AMERICA has no more of these sets in stock the American Foundation for the Blind has suggested that an appeal be sent to all Radiola Dealers by means of the Town Crier. Any Radiola Dealer having one or more Radiola III's would render a great aid to this most humanitarian cause by donating them to the American Foundation for the Blind.

The Radiola Dealers who can and will do this should proceed by first writing to the American Foundation for the Blind, at 125 E. 46th Street, New York City, informing the Foundation of their intention. The Foundation will then, by consulting its records, ascertain the address of blind people living nearest to the dealer who has signified his willingness to donate a set. The Foundation will then reply to the dealer and arrangements will be made for the delivery of a Radiola.

Any other discontinued models that would not be very expensive to equip and operate would also be welcomed by the Foundation. Unfortunately, the Foundation for the Blind has no facilities for repairing inoperative sets; therefore, they have requested that only those sets which could be put into use at once be donated to the blind.

Novelty Advertising *for* RCA Dealers

Radiola Dealers will find that the new Advertising Novelty Catalog lists a great variety of features that will create good-will and help to increase sales.

For a number of years the RCA Advertising Department has been making a study of the use and resulting value of Advertising Specialties—in other words, the various novelties that are usually distributed at fairs and merchandise shows, as well as similar items that are handed out in the dealer's own store for the purpose of building good-will. Our research has revealed that good, tangible results can be traced to the dealer's use of novelties when careful selections have been made.

But before advising Radiola Dealers to go into this form of advertising to any considerable extent, the Advertising Department made one more check up. Book matches, an advertising specialty of proved value, were offered to Radiola Dealers at a low cost for the purpose of determining whether or not the dealers wanted this form of advertising. The result—a consumption of over half a million—was convincing.

We then set about the task of collecting a large number of practical advertising novelties in order that there might be available to every Radiola Dealer, not just one, but several specialties that would fit in properly with his plan of merchandising. This in itself was a man-sized job, because of the thousands of items that were available for consideration. The greater part of them had to be eliminated in order that a limited number of the most practical ones could be recommended. To assist us in this work and to be assured of competent service for our dealers in the delivery, imprinting, etc., of these novelties, we retained the services of the Livingston Advertising Associates, Inc., to act as our Authorized Specialty Agency.

This company, under our supervision, has prepared a comprehensive Specialty Catalog, that illustrates very clearly the items which, after careful consideration by a committee, have been selected as the most desirable novelties that Radiola Dealers could use to further their interest in their respective communities. The Specialty Catalog referred to should be in your hands within a few days of the receipt of this issue of the Town Crier.

Each item in this catalog is clear illustrated and definitely describe In each case the dealer is told ju how much space is available f imprint copy and just what t prices are in various quantities. A prices are as low as is consiste with quality and each item is, course, exactly as represented. T low prices available to Radio Dealers are made possible by car ful ordering in sizable quantities.

"Check with order" is the metho of payment that has been arrange for. Under this system the Livin ston Company may eliminate th necessity of carrying ledger account and simplify to a great extent th detailed work in their organization This is done in order to give th dealers the benefit of the lowes possible prices.

There may be times, of course when dealers find that they wish t obtain some advertising novelt that has been issued subsequent t the printing of this catalog, an our recommendation is that in such cases they get in touch with ou Advertising Specialty Agency and tell them just what is wanted. The Livingston Company will always be more than pleased to assist them and cooperate with them by offering plans and suggestions, copy and art work, and supply the material in question, always at a positively lower price than any that the dealer could obtain for himself.

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Bro-Dart Industries